



HELP A  
LONDON  
CHILD



TEAMING UP FOR LONDON

Chelsea Football Club supporting 95.8 Capital FM's Help a London Child

Fundraising Pack 2009-2010



# Welcome to your Chelsea FC fundraising pack



As a life-long supporter of Chelsea Football Club, I was delighted when The Blues announced they will be supporting 95.8 Capital FM's Help a London Child as their chosen UK charity for the next three seasons.

Help a London Child was founded in 1975 by fellow Chelsea fan Lord Richard Attenborough CBE, who wanted to make a difference to the lives of less-advantaged children and young people in London.

Since then the charity has awarded over £20 million to more than 10,000 grass-roots projects in our city, and had a positive impact on the lives of over one million children.

I've visited many of these projects, and seen for myself the massive difference our charity is making to the lives of these kids and their families.

Chelsea Football Club are supporting Help a London Child, because they want to help us make an even bigger difference in our city.

The Chelsea team will all be doing their bit to raise funds for our charity, but we need your help too. If every Chelsea fan took part in just one fundraising activity just think how much money we could raise!

This pack will help you with your fundraising. It's full of great ideas, tips and more information about the cause you're supporting.

Good luck with the fundraising, thanks for your support and... **Come on The Blues!**

**Johnny Vaughan**  
95.8 Capital FM Breakfast Show Presenter  
with Lisa Snowden - 6-10am Monday to Friday



## HELP A LONDON CHILD

Help a London Child  
funds grass roots projects  
that improve the lives of  
local children

### About Help A London Child

London is not only one of the wealthiest cities in the world, but it is also home to children experiencing the effects of abuse, poverty, homelessness, disability, and illness. Help a London Child funds grass roots projects that improve the lives of these children.

We receive hundreds of applications for support from projects ranging from children's hospices to sports clubs, disability groups to gardening schemes. Twice a year our panel of independent voluntary sector experts assess the hundreds of applications and decide where the money will go. Last year we awarded grants to 400 projects.

### 95.8 Capital FM

Capital Radio's Founders Lord Richard Attenborough CBE and John Whitney believed the radio station should be at the heart of the community it broadcast to, so they set up Help a London Child. They aimed to use the assets of the station for the greater good of London. This tradition continues today: 95.8 Capital FM presenters give their time to fundraise and visit Help a London Child projects. The radio station also donates priceless airtime to promote our fundraising and awareness initiatives.

95.8 Capital FM is London's No.1 Hit Music Station, reflecting the vibrancy and mood of the city. Tune in to hear tracks from London's favourite artists including the Kings of Leon, Girls Aloud and JLS.

### Chelsea Football Club supporting Help A London Child

Chelsea FC cares passionately about making a difference to local and global communities, and invests over £4million a year in charity, social inclusion and environmental schemes. The club runs its own out-reach programmes, such as Football in the Community, and has two chosen charities: one that works in the UK and one international cause.

As a football club so closely related to London it made perfect sense for Chelsea to choose Help a London Child as their new UK charity. Over the next three seasons Chelsea players, employees and management will be fundraising at Stamford Bridge, donating auctions prizes and supporting Help a London Child's appeals. Money raised by Chelsea FC will go towards projects across London that help the most disadvantaged children. Chelsea will also be supporting Help a London Child's Free Sport for All Programme, providing sports opportunities for less advantaged children and those with disabilities.

Chelsea FC wants all its fans to team up with them and get fundraising for Help a London Child. With your help just think how much we can raise!





# How your money helps

In London you are never more than a mile from a project funded by Help a London Child



## Independence through sport

Many young people with visual impairments simply don't get the chance to take part in mainstream sports activities. Help a London Child funds Action for Blind People's Actionnaire's Club in West London so local children with visual impairments can take part in a range of sports and activities from football to rock climbing. These help build the children's self esteem and improve their fitness levels. "When I'm at school people think that I'm different. At Actionnaires I can be myself." Luca, 9 years old.

## Making Sam Smile

Sam is only five and after a Kidney transplant has spent most of his short life in hospital. Help a London Child funds Clown Doctors from Theodora Children's Trust who visit Sam's ward at the Evelina Children's Hospital.

Sam knows Clown Doctor, Mattie, from his regular visits and shouts "Clown, Clown!" as he sees his friend approaching. "Do you fancy a ride around the ward on your drip stand?" Dr Mattie asks.

Seeing Sam laugh, just like any other child, brings great comfort to his parents and a smile to the nurses faces.

## Close to Chelsea's homeground

The Brunswick Football Club is just a stone's throw from Stamford Bridge. The children that attend are from low income families who cannot afford to pay for unsubsidised activities.

"Thanks to a 95.8 Capital FM Help a London Child grant we were able take 23 boys aged 8-12 years on a weekend football tour many of them wouldn't otherwise have been able to afford. These kind of trips are really important for young children. They improve their social skills and begin to learn how to deal with life's ups and downs - on their own, but in a safe environment." Danny Volino, Manager



# HELP A LONDON CHILD

## Ways YOU can help

Now you know a bit more about 95.8 Capital FM's Help a London Child, here's how YOU can help Chelsea Football Club reach our fundraising target.

## Support Chelsea's fundraising initiatives...

- Pop a pound in a collection tin or bucket dotted around Stamford Bridge on match days.
- Look out for Help a London Child products in the Chelsea FC superstore, as a percentage of the price is donated to the charity.
- Bid for a Chelsea auction prize during the Help a London Child Appeal on 95.8 Capital FM in December.
- Get involved in the BIG Help a London Child event at Stamford Bridge in May 2010. For more details keep an eye on [www.helpalondonchild.com](http://www.helpalondonchild.com)



## Support forthcoming 95.8 Capital FM's Help a London Child events...

- Join 95.8 Capital FM presenters and take part in our sports challenges. We have places in the **Virgin London Marathon** (April 2010), **Great North Run** (September 2010), **The Royal Parks Foundation Half Marathon** (October 2010) as well as other runs, swims and triathlons.
- For something more extreme try one of our Skydives or for a trip of a lifetime join one of our overseas treks.
- Buy a table at our black tie events. Our flagship event Capital Rocks! is on 14th December 2009 and tickets are selling fast. The Marriott Burns Night Ball in January 2010 will also be a night to remember.

For more information about Help a London Child events tune in to 95.8 Capital FM, check out:  
[www.helpalondonchild.com](http://www.helpalondonchild.com)  
or email [chelsea@helpalondonchild.com](mailto:chelsea@helpalondonchild.com)







# We can all do our bit!

No matter where you live, what you do or how old you are, you can organise your own event and help raise much needed funds for 95.8 Capital FM's Help a London Child.

Here's just a few ideas...

## At work

- Put collection tins on your counter, front desk or in your canteen. How about a swear jar if your team is prone to a bit of blue language?
- Perhaps you could organise a dress up or down day or a Wear it Blue for Chelsea Day?
- Organise a raffle, auction or cake sale.
- Pick Help a London Child as the beneficiary charity for a work event such as an awards dinner or ball.
- Recycle your old mobile phones - Help a London Child gets **at least £3** for every working phone you donate. Send phones to **'Freepost, SHP Solutions, Lancaster'** marking the reverse of the envelope with **'HELP A LONDON CHILD'** or call **020 7054 8392** to organise a free collection for 10 phones or more.
- Treat your team to a night out they'll never forget: buy a table at A Help a London Child black tie event like Capital Rocks! on 14th December this year.

## At home

- Clear out your attic and do a car-boot sale.
- Ask for donations instead of birthday / Christmas presents.
- Organise a pub quiz (Chelsea FC themed, of course), a family fun day or Beat the Goalie Penalty shoot out.
- Bag pack for donations at a supermarket or do street collections/football match collections/supermarket collections.
- Come up with your own sponsored event: you could row, cycle, run, shave your head, challenge yourself to visit every London Underground Station in one day, or run round every London Football Club's pitch in one year – it has been done before by one of our supporters and he raised thousands of pounds!



**HELP A  
LONDON  
CHILD**

## At school

- Pick Help a London Child as your school/form's Charity of the Year.
- Organise a sponsored silence, a dress down day, or talent show.
- Sell cakes, sweets or fruit at break time and lunch time - every one loves a tasty snack!
- Organise a 5 a side football match, beat the goalie, or Teachers Vs Pupils football match.
- Christmas or the last day of term are great times to organise a fun activity. Do you have a end of term disco or Christmas party? If so, ask people to make a donation at the door or organise a raffle.

Have some fun  
improving the lives of  
local children!





# HELP A LONDON CHILD



## Planning your event

Often the simplest fundraising ideas reap the best rewards so don't attempt anything too difficult! Here is a useful checklist:

**Support us and we'll support you:** Contact the Help a London Child team on **020 7054 8392** or email [chelsea@helpalondonchild.com](mailto:chelsea@helpalondonchild.com) if you're looking for ideas, inspiration or fundraising resources. We've got collection tins, t-shirts, posters, leaflets and balloons. Let us know what you'd like and we'll arrange for them to be sent to you!

**Health and safety:** think through your plans in detail and conduct a detailed risk assessment. Is your fundraising activity safe for you and others? Be aware that you may require appropriate insurance, which will be your responsibility. You are responsible for the safety standards and general appropriateness of any activities you undertake when raising funds for Help a London Child. If in doubt, check with us!

**Communication:** Use posters, emails, company intranets, Facebook and Twitter to publicise what you're doing and when.

**Fundraising expectations:** Be realistic - if you raise more it'll be a bonus!

**Support:** Get as many people involved as possible to help you, remember people feel extra kind at Christmas time.

**Permission and licensing:** Certain activities such as really big raffles and collections require permits from the police and Local Council.

**Gift Aid - tax effective giving:** Last year Help a London Child received an extra £10,000 through the Government's Gift Aid Scheme. If your fundraising activity involves people sponsoring a staff member, friends or family to participate in a challenge, we can claim Gift Aid on this donation. See the sponsorship form for further details.

**Take lots of pictures of your fundraising:** Email your best pictures to us so we can publicise your support, we might even put it on our website, or in Chelsea's magazine.

**Local press:** Contact your local newspapers – your fundraising might be just the sort of feature they're looking for!

**Set up an online fundraising page:** If you're doing a sponsored event then online giving sites like JustGiving are safe, quick and a very successful way of recruiting sponsors. The money goes straight to Help a London Child as sponsors can pay securely via debit or credit card. The charity also benefits from Gift Aid!

**Posters and Sponsorship Forms:** There's a poster template and sponsorship forms at the back of this pack.

## Keep it Legal

When planning your event there's a few legal considerations to bear in mind. We want you to smash fundraising targets not break the law!

### Collections

We can supply Help a London Child collecting boxes. These can be given to your local pub, restaurant, bar, cinema or any public place that grants you permission. We also, on police advice, do not encourage collecting from house-to-house.

Street collections are governed by strict regulations. They require a permit from your Local District Council, or, in London, from the police and can take up to 6 weeks to obtain.

Collections on private property may only be conducted with the permission of the owner or landlord of the property. This includes shopping centres and council-run commons, fields and parkland as well as the most obvious shops, offices, restaurants and pubs etc, venue to venue (pub-to-pub, shop-to-shop) need to be covered by a house-to-house police permit.

Please visit [www.met.police.uk/charities/streetcollection.htm#londonwide](http://www.met.police.uk/charities/streetcollection.htm#londonwide) for an application form and send your form to Charities, TP HQ, Room 443, Victoria Embankment, Westminster, London SW1A 2JL. Telephone: 0207 321 7129.

Children under 16 are not allowed by law to collect money in this way.

Containers must be closed and sealed. It is illegal to use an open bucket or tin. Please contact us for your collection box seals, and any more information on this.

### Lotteries, Raffles and Tombolas

These are governed by the Lotteries and Amusements Act 1976.

The following guidelines might be helpful:

A lottery/raffle/tombola at a fete, bazaar, place of work, does not have to be registered provided tickets are only sold (and the results announced) during the entertainment. There should be no cash prizes and no more than £50 spent on prizes. There is no limit on the value of donated prizes.

Larger lotteries/raffles/tombolas or those that do not meet the above criteria, should be registered with the Local Council, and may require registration with the Gaming Board too.

Help a London Child is registered, but there are strict rules and legal guidelines that need following so please contact us if you have any more questions as we have more information on this! (see contact information)



We want you to  
smash fundraising  
targets not break  
the law!



## Publicising your event

Your fundraising might be of interest to your local newspaper. So call them beforehand just in case they can attend, or give you a mention before your event. Otherwise call them immediately afterwards so that your story is still relevant.

**Before you contact the press make sure you have all the necessary information:**

Who are you? They will want to know your full name, age, occupation and street/town name.

What are you doing/ have done to raise the money?

When and where is the event to be held, or when/where was it held?

Why are you raising money? They will want to know a bit about Help a London Child.

## Next steps

Get the number for your local paper/s and ask to be put through to the news desk.

Tell them the basic facts about your fundraising activity.

If the reporter finds the story of interest they will ask you to send in a press release.

Don't panic – this is easy to do! Keep to the essential facts, avoid any emotive language (e.g. Rachel is holding a fantastic event), and keep the 5 W's in mind (who, what, when, why, where).

If you plan on using a photo then tell the reporter, and ask for the name of the correct person to speak to on the picture desk.

Please avoid making your event sound as if it's a 95.8 Capital FM event.

Remember we are here to help so please contact us if you have any questions. We might even be able to get you a shout out on 95.8 Capital FM.

## Paying in the money YOU raise

Once you have completed your fundraising activity, please send all money raised to Help a London Child. You can do this by:

Cheque

Please make it payable to Help a London Child, include your name and contact details and send it to:

**Team Chelsea**

**95.8 Capital FM's Help a London Child**

**30 Leicester Square**

**London**

**WC2H 7LA**

Paying money directly into Help a London Child's bank account:

**Bank: Barclays Bank**

**Account Name: Global Charities Ltd trading as Help a London Child**

**Sort Code: 20-05-75**

**A/C Number: 40666084**

Please make sure you reference the donation as 'Team Chelsea' – this means we can count it towards the overall total for all of Chelsea Football Club's fundraising.

We hope we've given you the information you need to get going with your fundraising

If you have any questions, please call us on 020 7054 8392 or email [chelsea@hlc.co.uk](mailto:chelsea@hlc.co.uk) Also keep checking [www.capitalfm.com/helpalondonchild](http://www.capitalfm.com/helpalondonchild) for up to date information on Chelsea FC fundraising activities.

Good luck and...





LONDON'S **NO.1** HIT MUSIC STATION

HELP A  
LONDON  
CHILD



TEAMING UP FOR LONDON



HELP A  
LONDON  
CHILD

**FULL NAME**  
(first name & surname)

[illegible]

In order to reclaim the tax on donations, please ensure that you give your donors' full address details and ensure they date the declaration below. Gift Aid will only be claimed on donations after the event costs have been covered.

I want Help a London Child to reclaim tax on all my donations made on or after the date of this declaration. I am a UK tax payer and pay tax equal to or more than the tax deducted from my donations. (donors may cancel this agreement at any time by writing to Help a London Child).

**Just tick the 'gift aid' box for  
Help a London Child to  
claim back an extra 25p  
per pound at no extra cost  
to you.\***

When all your sponsorship money has been collected, please make a cheque payable to Help a London Child and send it in with your form to:

**Help a London Child**  
**95.8 Capital FM**  
**30 Leicester Square**  
**London WC2H 7LA**

Alternatively, pay it into your account and then make a donation onto your [justgiving.com](https://www.justgiving.com) page. Help a London Child is an appeal run by Global Charities - registered charity number 1091657. Thank you.

\*Help a London Child will reclaim 28p of tax on every £1 you gave up to 5 April 2008, and 25p of tax on every £1 you give on or after 6 April 2008. The government will pay to help a London Child an additional 3p on every £1 you give between 6 April 2008 and 5 April 2011. The transitional relief for the charity does not affect your personal tax position.

**PLEASE PHOTOCOPY THIS FORM AS MANY TIMES AS YOU NEED IT SO YOU CAN RAISE EVEN MORE MONEY!**